## **ORDER**

Orders Order / Rev: 711720 06305551 Alt Order #: ATTORNEY KOSTER Product Desc: **KSDK** Estimate: 10/01/12 - 10/07/12 Flight Dates: Primary AE: Joe McGuire Original Date / Rev: 10/08/12 / 10/08/12 Sales Office: T-ATL Order Type: Political Sales Region: NAT Luc Media, Inc./ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 25 Whitlock Place SW Suite 201 EOM/EOC Marietta, GA 30064 Agency Commission: 15% Advertiser Name: Koster, Chris, Atty General / D A35+ New Business Thru: Demographic: **Product Codes:** PL-State/Local Misc Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

## Bill Plan

<b>J</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	52	\$33,775,00	\$28 708 75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$33,775.00	\$28,708.75	0.00
Totals	52	\$33,775.00	\$28,708.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe McGuire			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	KSDK	10/01/1	2 10/01/12	M-F 6-7A	CM	6-7A	M	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
	TODAY	LOUIS		6-7a									
	-	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	M	1	\$500.00	0.00						
2	KSDK	10/02/1	2 10/02/12	M-F 6-7A	CM	6-7A	- T	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
	TODAY			6-7a									
	TODAY		End Data	Mookdovo	Cnoto/Mook	Doto	Datina						
V	<u>ااہ .</u> /veek: 10	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
			2 10/03/12	M-F 6-7A	CM	6-7A	W	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
				6-7a	•	•				***************************************			***************************************
	TODAY	LOUIS											
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 10/		10/07/12	W	1	\$500.00	0.00			<b>^</b>			<b>^-</b>
4	KSDK	10/04/1	2 10/04/12	M-F 6-7A 6-7a	CM	6-7A	T	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
	TODAY	LOUIS		0-7a									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	T	1	\$500.00	0.00						
5	KSDK	10/05/1	2 10/05/12	M-F 6-7A	CM	6-7A	F	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
	TODAY	LOUIC		6-7a									
	TODAY	rt Date	End Date	Mookdove	Spots/Mook	Rate	Pating						
٧	<u>اماد</u> /veek: 10		10/07/12	Weekdays F	Spots/Week 1	\$500.00	Rating 0.00						
			<del>-</del>		•	,	****					1	

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Order / Rev: 711720 Advertiser: Koster, Chris, Atty General / D

Alt Order #: 06305551 Product Desc: ATTORNEY KOSTER KSDK

Flight Dates: 10/01/12 - 10/07/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
6 KSDK	10/01/1	2 10/01/12	M-F NBC Today 7		7-9A		M	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
TODAY	' SHOW		NBC Today 7-9A										
Sta Week: 10	art Date /01/12	End Date 10/07/12	Weekdays M	Spots/Week 2		Ratii 0.	<u>ng</u> 00						
		2 10/02/12	M-F NBC Today 7 NBC Today 7-9A	7-9A CM	7-9A		- T	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
	SHOW	E. J.D.	M/s sladens	01-00-1	Data	D - ('							
Week: 10		End Date 10/07/12	<u>Weekdays</u> - T	Spots/Week 2	\$450.00		00					_	
		2 10/03/12	M-F NBC Today 7 NBC Today 7-9A	7-9A CM	7-9A		W	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
	' SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Ratii	na						
Week: 10		10/07/12	W	2			00						
9 KSDK	10/04/1	2 10/04/12	M-F NBC Today 7 NBC Today 7-9A	7-9A CM	7-9A		T	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
TODAY	' SHOW		NBC Today 7-9A										
	art Date	End Date	Weekdays	Spots/Week	Rate	Ratii							
Week: 10/		10/07/12	T	2			00			<b>*</b> 450 00 D 0	0.00 1114		<b>#</b>
		2 10/05/12	M-F NBC Today 7 NBC Today 7-9A	7-9A CM	7-9A		F	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
	' SHOW art Date	End Date	Wookdays	Spots/Week	Rate	Poti	20						
Week: 10		10/07/12	<u>Weekdays</u> F	2	\$450.00	Ratii 0.	00						
		2 10/01/12	M-F Noon News Noon News	СМ	12-1230p		M	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
NWS C	H5 NOO	N	NOOHINGWS										
Sta Week: 10	art Date /01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$300.00	Ratii 0.	<u>ng</u> 00						
12 KSDK	10/02/1	2 10/02/12	M-F Noon News	СМ	12-1230p		- T	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
	H5 NOO		Noon News										
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$300.00	Ratii 0.	<u>ng</u> 00						
13 KSDK	10/03/1	2 10/03/12	M-F Noon News Noon News	СМ	12-1230p		W	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
	H5 NOO												
Week: 10		End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1			00						
14 KSDK	10/04/1	2 10/04/12	M-F Noon News Noon News	СМ	12-1230p		T	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
	H5 NOO												
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$300.00	Ratii 0.	<u>ng</u> 00						
15 KSDK	10/05/1	2 10/05/12	M-F Noon News Noon News	СМ	12-1230p		F	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
NWS C	H5 NOO	N											
	art Date	End Date	<u>Weekdays</u> F	Spots/Week		Ratio							
16 KSDK		10/07/12	M-F 5P News	1 CM	\$300.00 5-530P		00 M	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
		2 10/01/12	News Channel 5		0 000.			.00	•	ψ1,000.001 0	0.00 14111	,	ψ1,000.00
NWS C Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Ratii	na						
Week: 10		10/07/12	M		\$1,000.00		00						
17 KSDK	10/02/1	2 10/02/12	M-F 5P News News Channel 5	CM	5-530P		- T	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
NWS C	H5 5P			••									
Sta Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> - T	Spots/Week		Ratii	<u>ng</u> 00						
		2 10/03/12	- 1	CM	\$1,000.00 5-530P		W	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
.o nobit	. 5, 55/ 1	0,00,12		J	3 0001			.50	•	Ţ.,000.001 O	0.00 11101	'	ψ.,500.00

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Order / Rev: 711720 Advertiser: Koster, Chris, Atty General / D

[Credit \$\$ moved to new order] E 28 KSDK 10/03/12 10/03/12 630-7P Wheel

End Date

WHEEL FORTUNE Start Date

CM

Spots/Week

630-7P Wheel of Fortune

Weekdays

630-7P

Rate

--W---

Rating

:30

1 \$1,000.00 P-3

0.00 NM

0

\$0.00

Alt Order #: 06305551 Product Desc: ATTORNEY KOSTER **KSDK** 

10/01/12 - 10/07/12 Flight Dates: Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 5P News News Channel 5 at 5P NWS CH5 5P Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 - - W- - - -\$1,000.00 0.00 19 KSDK 10/04/12 10/04/12 M-F 5P News СМ 5-530P ---T---:30 \$1.000.00 P-3 0.00 NM \$1.000.00 News Channel 5 at 5P NWS CH5 5P Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 - - - T- - -\$1.000.00 0.00 20 KSDK 10/05/12 10/05/12 CM 5-530P ---F--:30 0.00 NM M-F 5P News 1 \$1,000.00 P-3 \$1,000.00 News Channel 5 at 5P NWS CH5 5P Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---F--\$1,000.00 0.00 21 KSDK 10/01/12 10/01/12 M-F 6P News CM 6-630P M- - - - -:30 1 \$1.100.00 P-3 0.00 NM \$1,100.00 News Channel 5 at 6P NWS CH5 6P Start Date **End Date** Spots/Week Rating Weekdays Rate M- - - -Week: 10/01/12 10/07/12 \$1,100.00 0.00 22 KSDK 10/02/12 10/02/12 M-F 6P News 6-630P - T- - - -1 \$1,100.00 P-3 CM :30 0.00 NM \$1,100.00 News Channel 5 at 6P NWS CH5 6P Rating Start Date **End Date** Weekdays Spots/Week Rate 10/07/12 Week: 10/01/12 - T- - - -\$1,100.00 0.00 23 KSDK 10/03/12 10/03/12 M-F 6P News - - W- - - -CM 6-630P :30 1 \$1,100.00 P-3 0.00 NM \$1,100.00 News Channel 5 at 6P NWS CH5 6P Weekdays Start Date **End Date** Spots/Week Rate Rating 10/07/12 - - W- - - -Week: 10/01/12 1 \$1,100.00 0.00 E 24 KSDK 10/04/12 10/04/12 M-F 6P News ---T---:30 CM 6-630P 1 \$1,100.00 P-3 0.00 NM 0 \$0.00 News Channel 5 at 6P NWS CH5 6P **End Date** Start Date Weekdays Spots/Week Rate Rating 1 \$1,100.00 Week: 10/01/12 10/07/12 0.00 Ch Date Range Start/End Time Weekdays Rate Rtg Type Spot Description Length 1 KSDK 10/01/12-10/07/12 M-F 6P News 6-630P - Th- - -:30<del>(\$1,100.00)</del> 0.00 NM Credited [Credit \$\$ moved to new order] 25 KSDK 10/05/12 10/05/12 M-F 6P News CM 6-630P ---F--:30 1 \$1.100.00 P-3 0.00 NM \$1,100.00 News Channel 5 at 6P NWS CH5 6P Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---F--\$1,100.00 0.00 26 KSDK 10/01/12 10/01/12 630-7P Wheel 630-7P :30 1 \$1,000.00 P-3 0.00 NM CM M----\$1,000.00 630-7P Wheel of Fortune WHEEL FORTUNE **End Date** Spots/Week Start Date Weekdays Rate Rating 10/07/12 M- - - - -\$1,000.00 Week: 10/01/12 0.00 E 27 KSDK 10/02/12 10/02/12 630-7P Wheel 630-7P - T- - - -:30 1 \$1,000.00 P-3 0.00 NM 0 \$0.00 630-7P Wheel of Fortune WHEEL FORTUNE Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 - T- - - -1 \$1,000.00 Week: 10/01/12 0.00 Ch Date Range Description Start/End Time Rate Rtg Type Spot Weekdays Length 0.00 NM 1 KSDK 10/01/12-10/07/12 630-7P Wheel 630-7P :30(\$1,000.00) Credited

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Order / Rev: 711720 Advertiser: Koster, Chris, Atty General / D

Alt Order #: 06305551 Product Desc: ATTORNEY KOSTER KSDK

Flight Dates: 10/01/12 - 10/07/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
E 28 KSDK	10/03/1	2 10/03/12	630-7P Wheel	CM	630-7P	W	:30	1 \$1,000.00 P-3	0.00 NM	0	\$0.00
WHEEL	FORTU	NE	630-7P Wheel of	Fortune							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	W		\$1,000.00	0.00	la alcdava	Longth Data	Dta Tuna		
	Date Ra		escription 30-7P Wheel	630-	t/End Time -7P		<u>/eekdays</u> - W	Length Rate :30(\$1,000.00)	Rtg Type 0.00 NM		
Cre	edited							(, ,,			
		noved to new									
E 29 KSDK	10/04/1	2 10/04/12	630-7P Wheel 630-7P Wheel of	CM	630-7P	T	:30	1 \$1,000.00 P-3	0.00 NM	0	\$0.00
WHEEL	FORTU	NE	030-71 Wheel of	Tortune							
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week		Rating					
Week: 10/ Spot Ch	01/12 Date Ra	10/07/12 ange D	escription		\$1,000.00 t/End Time	0.00 W	/eekdays	Length Rate	Rtg Type		
			30-7P Wheel	630-		_	Th				
	edited	noved to new	, ordorl								
		2 10/01/12	<del>-</del>	CM	10-1035p	M	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
JO NODIK	10/01/1	2 10/01/12	LN (M-F)	Olvi	10-1000р	141	.50	τ ψ1,200.001 3	0.00 14101	'	Ψ1,200.00
NWS C					<b>-</b> .	<b>5</b>					
Sta Week: 10/	rt Date /01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1		Rating 0.00					
		2 10/02/12	LN (M-F)	СМ	10-1035p	- T	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
NIMO 0	115 405		LN (M-F)								
NWS C	nt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	- T	1		0.00					
32 KSDK	10/03/1	2 10/03/12	LN (M-F)	CM	10-1035p	W	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
NWS C	H5 10P		LN (M-F)								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	W	1	<b>+</b> · ,= · · · · ·	0.00					
33 KSDK	10/04/1	2 10/04/12	LN (M-F) LN (M-F)	СМ	10-1035p	T	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
NWS C	H5 10P		,								
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week		Rating					
Week: 10/		10/07/12		CM	\$1,200.00 10-1035p	0.00 F	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
		0, 00,	LN (M-F)	· · · ·	. о тооор	-	.00	. 4.,200.00.	0.00	·	ψ.,200.00
NWS C		End Data	Maakdaya	Cnoto/Mook	Doto	Dating					
<u>Sta</u> Week: 10/	rt Date /01/12	End Date 10/07/12	<u>Weekdays</u> F	Spots/Week 1		Rating 0.00					
35 KSDK	10/06/1	2 10/06/12	Sat 6-7A	CM	6-7A	S-	:30	1 \$225.00 P-3	0.00 NM	1	\$225.00
TODAY	'IN ST L	OLUC	Sat 6-7A								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/01/12	10/07/12	S-	1	\$225.00	0.00					
36 KSDK	10/06/1	2 10/06/12		CM	7-9A	S-	:30	2 \$400.00 P-3	0.00 NM	2	\$800.00
TODAY	SHOW	SAT	NBC Today Show	w (Sa)							
	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10/		10/07/12	S-	2		0.00	.20	4	0.00 NIM		ФСОО ОО
SI KODK	10/06/1	2 10/06/12	Sat 9a Sat 9-10a	СМ	9-10A	S-	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
	NNL 5 AT			_							
Sta Week: 10/	rt Date /01/12	End Date 10/07/12	Weekdays S-	Spots/Week 1	Rate \$600.00	Rating 0.00					
		2 10/07/12		CM	6-7A	S	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
			Sun 6-7A			٥		,			
TODAY	'IN ST L	OUIS								l	

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Order / Rev: 711720 Advertiser: Koster, Chris, Atty General / D

Alt Order #: 06305551 Product Desc: ATTORNEY KOSTER KSDK

Flight Dates: 10/01/12 - 10/07/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
38 KSDK	10/07/1	2 10/07/12		CM	6-7A	S	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
TODAY	IN ST LO	OUIS	Sun 6-7A									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S	1	\$200.00	0.00			*			
39 KSDK	10/07/1	2 10/07/12	SUN TDY NBC Today Shov	CM v (Su)	7-8A	S	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
TODAY	SHOW	SUN	NBO Today Onov	v (Ou)								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12 2 10/07/12	Sun 9a	CM	\$400.00 9-10A	0.00	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
40 RODR	10/01/1	2 10/01/12	Sun 9-10a	Civi	9-10A	5	.50	'	ψ400.001 -3	0.00 14101	'	Ψ400.00
NWCHI	NNL 5 AT	9 SUN										
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
		2 10/06/12		CM	5-530P	S-	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			News Channel 5						,			,
	H5 WKN		Wookdays	Spots/Mook	Pata	Pating						
Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
42 KSDK	10/06/1	2 10/06/12	Sat 6p	СМ	6-630P	S-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
NIME C	H5 WKN	n	News Channel 5	at 6P Sat								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S-	1	\$500.00	0.00						
43 KSDK	10/07/1	2 10/07/12	NC5 at 5P Sun	CM	5-530P	S	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
NWS C	H5 WKN	D	News Channel 5	at 5P Sun								
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/		10/07/12	S	1	\$500.00	0.00			*			
44 KSDK	10/06/1	2 10/06/12	LN (Sa) LN (Sa)	CM	10-1035p	S-	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
NWS C	H5 10P		211 (04)									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12 2 10/07/12	Post NFL News	CM	\$1,200.00 Various	0.00	:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
45 RODR	10/01/1	2 10/01/12	Post NFL Late Ne		various	5	.50		ψ500.001 5	0.00 14101	'	ψ500.00
	_	POST NFL		0	Б.	D //						
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
			M-F 5P News	CM	5-530P	МГЖГБ	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
			News Channel 5	at 5P								
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,000.00	Rating 0.00						
		2 10/05/12		CM	6-630P	MTWTF	:30	1	\$1,100.00 P-3	0.00 NM	1	\$1,100.00
		,	News Channel 5						* 1, 1 2 1 1 2			*1,100100
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/		10/07/12 2 10/05/12	MTWTF M-F 4-5A	CM	\$1,100.00 4-5A	0.00 МГWГF	:30	2	\$25.00 P-3	0.00 NM	2	\$50.00
TO NODIN	10/01/1	_ 10/03/12	4-5A	Civi		1411 AA 1 1	.50	_	Ψ20.001-3	U.UU INIVI		ψυυ.υυ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	MTWTF	2	\$25.00	0.00	.00		£400 00 D 0	0.00 1114	_	<b>6400.00</b>
49 KSDK	10/07/1	2 10/07/12	Sun 9a Sun 9-10a	СМ	9-10A	S	:30	1	\$400.00 P-3	U.UU INIVI	1	\$400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	S	1	\$400.00	0.00						
										Totals	52	\$33 775 00